75th ANNIVERSARY

A GRALLA PUBLICATION

Merchandising

JULY 1982

THE NATIONAL MAGAZINE FOR ELECTRONICS ■ HOUSEWARES ■ MAJOR APPLIANCE RETAILERS

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Retailers report **Videogames** burst onto center stage at the Summer CES

The NHMA **JULY HOUSEWARES SHOW**

Appliance dealers find sales soaring when they introduce kerosene heaters

Government loans can help to expand your store's horizons

Retailers vs. HBO explodes in court in Minneapolis

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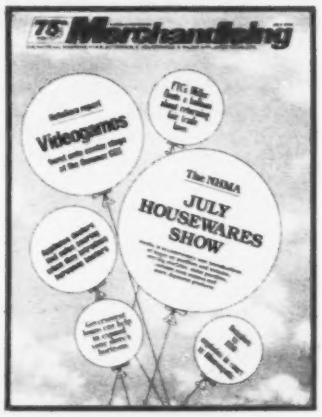
VOL. 7, No. 7

75th ANNIVERSARY



Cover Stories

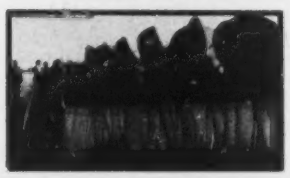
28 The NHMA July Housewares Show swells to accommodate many new product introductions
43 Videogames burst onto center stage at the Summer CES
75 FTC's Miller floats a balloon about returning fair trade laws
40 Appliance dealers find sales soaring when they introduce kerosene heaters to their mix
57 Retailers vs. HBO: Suit explodes in court in Minneapolis
74 Government loans can help to expand your store's horizons

Housewares

18 Direct-import cookware sale moves $2,500 of merchandise in one day
18 Long-term air purifier success will hinge on how often users change filters
19 Computer/hairstyle promo sponsored by Andis draws 400 customers to Bamberger's
20 Polk Bros.' ad theme emphasizes nutrition, strengthens store's image in the community
27 350 Chicago-area retailers participate in two consumer expos to expand markets

Audio/Hifi

66 Rush to car stereo will help promote sales, but vendors wonder how many can survive
68 Audio manufacturers seek growth in video-oriented products



Video

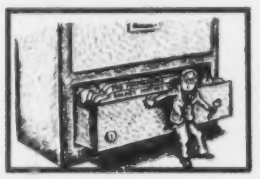
57 Twin Cities retailers prevented from selling microwave antennas that can receive HBO
58 Video monitors dominate color TV scene at CES but sales will start slow pending stereo
58 Video software prices to drop if Mathias bill passes, say studios
59 Staff, stock and promotions sell satellites, report earth station suppliers

Personal Electronics

43 Hardware systems, new software suppliers crowd market as games highlight CES
43 Home computer must offer both education and recreation usage
44 Explosive home computer growth propels vendors to add tables starting under $100
45 Fast-growing cordless phones offer retailers best bet for profits

Major Appliances

38 Face-to-face explanations sell consumers on how microwave ovens improve lifestyles
40 Stocking kerosene heaters means sales, profits for appliance retailers



Store Operations

73 Electronic cash registers compute a number of transactions and pinpoint sku movement
74 Uninformed dealers are overlooking dollars from SBA loans
74 Keep salary records hidden to avoid jealousy among your employees
75 Bring back fair trade laws, says Miller, FTC's chairman
76 Missed one to six questions? You're a whiz on security procedures

Departments

4 Editorially Speaking
4 From the Capital
60 New Releases in Prerecorded Video
67 Newslines: Audio/Hifi
22 Newslines: Housewares
39 Newslines: Major Appliances
53 Newslines: Personal Electronics
64 Newslines: Video
70 Product Picture: Audio/Hifi
28 Product Picture: Housewares
42 Product Picture: Major Appliances
55 Product Picture: Personal Electronics
62 Product Picture: Video
76 Security Watchwords
74 Today's Financing
60 Top 50 in Prerecorded Video
12 Trendings in Audio/Hifi
16 Trendings in Housewares
9 Trendings in Major Appliances
6 Trendings in Personal Electronics
14 Trendings in Video
74 You and Your Employees

Merchandising's TOP 50

		Last month's position	Months on chart
1.	**Stripes** *(Columbia Pictures Home Entertainment)*	16	2
2.	**Clash of the Titans** *(MGM/UA Home Video)*	1	4
3.	**The French Lieutenant's Woman** *(Columbia Pictures Home Entertainment)*	14	2
4.	**An American Werewolf in London** *(MCA Videocassette)*	4	6
5.	**Airplane** *(Paramount Home Video)* **I**	19	17
6.	**The Howling** *(20th Century-Fox Video)*	8	3
7.	**Stir Crazy** *(Columbia Pictures Home Entertainment)*	3	8
8.	**The Four Seasons** *(Paramount Home Video)* **GI**	13	5
9.	**Caddyshack** *(Warner Home Video)* **GI**	21	16
10.	**Halloween II** *(MCA Videocassette)*	25	2
11.	**Atlantic City** *(Paramount Home Video)*	6	2
12.	**Only When I Laugh** *(Columbia Pictures Home Entertainment)*	11	3
13.	**Fort Apache—The Bronx** *(Vestron Video)* **I**	10	3
14.	**9 to 5** *(20th Century-Fox Video)* **PI**	18	15
15.	**Scanners** *(20th Century-Fox Video)*	17	3
16.	**The Cannonball Run** *(Vestron Video)* **I**	9	3
17.	**Mommie Dearest** *(Paramount Home Video)* **I**	7	4
18.	**Paternity** *(Paramount Home Video)* **I**	5	4
19.	**Animal House** *(MCA Videocassette)* **GI**	27	21
20.	**The Jazz Singer** *(Paramount Home Video)* **I**	12	8
21.	**Apocalypse Now** *(Paramount Home Video)*	2	6
22.	**Texas Chainsaw Massacre** *(Wizard Video)*	23	3
23.	**On Golden Pond** *(20th Century-Fox Video)* **I**	—	1
24.	**Continental Divide** *(MCA Videocassette)*	15	3
25.	**Friday the 13th** *(Paramount Home Video)* **I**	41	15
26.	**Superman** *(Warner Home Video)* **I**	28	29
27.	**The Blues Brothers** *(MCA Videocassette)* **GI**	40	19
28.	**M*A*S*H** *(20th Century-Fox Video)* **PI**	26	45
29.	**Busting Loose** *(MCA Videocassette)*	—	7
30.	**Kramer vs. Kramer** *(Columbia Pictures Home Entertainment)* **GI**	20	7
31.	**Alien** *(20th Century-Fox Video)* **PI**	34	24
32.	**Superman II** *(Warner Home Video)*	—	1
33.	**Emmanuelle** *(Columbia Pictures Home Entertainment)* **I**	30	25
34.	**Ordinary People** *(Paramount Home Video)* **PI**	22	12
35.	**Endless Love** *(MCA Videocassette)*	29	8
36.	**Halloween** *(Media Home Entertainment)* **I**	43	23
37.	**Night Hawks** *(MCA Videocassette)* **GI**	45	9
38.	**Black Stallion** *(20th Century-Fox Video)* **GI**	47	11
39.	**"10"** *(Warner Home Video)* **PI**	—	24
40.	**The Blue Lagoon** *(Columbia Pictures Home Entertainment)* **I**	36	8
41.	**Raging Bull** *(20th Century-Fox Video)* **I**	49	9
42.	**Star Trek—The Motion Picture** *(Paramount Home Video)* **I**	42	19
43.	**The Muppet Movie** *(20th Century-Fox Video)* **PI**	44	25
44.	**Young Frankenstein** *(20th Century-Fox Video)* **I**	—	9
45.	**Somewhere in Time** *(Warner Home Video)* **I**	24	9
46.	**Tess** *(Columbia Pictures Home Entertainment)* **I**	35	9
47.	**Fame** *(MGM/UA Home Video)* **I**	—	14
48.	**Urban Cowboy** *(Paramount Home Video)* **I**	—	14
49.	**Close Encounters of the Third Kind** *(Columbia Pictures Home Entertainment)* **GI**	—	15
50.	**Casablanca** *(20th Century-Fox Video)* **I**	33	9

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/VIDEO)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/VIDEO)
I— Golden Videocassette award—has audited return sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

Media

ALADDIN AND THE WONDERFUL LAMP A Japanese animated production of the classic children's story. *Color 65 minutes Media Home Entertainment C: $49.95.*

CONFESSIONS OF A YOUNG AMERICAN HOUSEWIFE (1978) A recent divorcee moves in with two younger couples and experiences sexual liberation. *Color 85 minutes R Media Home Entertainment C: $54.95.*

THE DEADLY AND THE BEAUTIFUL (1974) A beautiful female mobster-type has her task force kidnap the world's top male athletes for use in her transplant-to-immortality business. *Color PG 82 minutes Media Home Entertainment C: $49.95.*

DON'T GO IN THE HOUSE (1980) A young man takes revenge for his tormented childhood by luring beautiful women into his house. Stars Dan Grimaldi, Robert Osth and Ruth Dardick. *Color 90 minutes Media Home Entertainment C: $54.95.*

GO FOR IT (1976) Documentary shot on location in the Hawaiian Islands, Japan, France, Australia, Canada and the U.S. examines and illustrates the motivation and limits of surfers, skiers, hang gliders and mountain climbers. *Color PG 90 minutes Media Home Entertainment C: $49.95.*

GRIZZLY (1976) Rocket launchers and high velocity rifles cannot stop this 18-ft. 2,000-lb. carnivorous beast when it goes on a killing spree. Stars Christopher George and Andrew Prine. *Color 92 minutes Media Home Entertainment C: $54.95.*

THE HEARSE (1980) A supernatural power guides the wheel of a terrifying black hearse that haunts and threatens the life of a vacationing schoolteacher. *Color PG 97 minutes Media Home Entertainment C: $54.95.*

JOHNNY GOT HIS GUN (1971) An anti-war story about a World War I amputee stars Timothy Bottoms, Tony Geary, Jason Robards, Donald Sutherland and David Soul. Written and directed by Dalton Trumbo. *Color 111 minutes Media Home Entertainment C: $54.95.*

RIDE IN THE WHIRLWIND (1973) Jack Nicholson, Millie Perkins and Cameron Mitchell portray three innocent cowboys who become gunfighters when they are suspected of robbing a stagecoach. *Color 82 minutes Media Home Entertainment C: $39.95.*

SEXTETTE (1978) Sex symbol, Mae West, portrays a women whose sixth wedding is complicated by her exhusbands. Also stars Ringo Starr, George Hamilton and Dom DeLuise. *Color 91 minutes Media Home Entertainment C: $54.95.*

THE SHOOTING (1973) Jack Nicholson stars as a violent, sadistic and merciless gunfighter who is pursued across the desert. Also stars Millie Perkins and Warren Oates. *Color 82 minutes Media Home Entertainment C: $39.95.*

SILENT SCREAM (1980) When a college co-ed moves into an eerie house, she becomes the witness to terror and death. Stars Rebecca Balding, Cameron Mitchell, Avery Schreiber and Yvonne De Carlo. *Color 87 minutes Media Home Entertainment C: $54.95.*

SUDDEN DEATH (1977) Robert Conrad and Felton Perry portray two soldiers who go on a rampage of revenge. *Color 84 minutes Media Home Entertainment C: $49.95.*

SWAN LAKE This animated production, about the young prince who falls in love with a swan, turning her into a princess, was made in Japan by the Toei Company of Tokyo. *Color 75 minutes Media Home Entertainment C: $49.95.*

MGM/UA

BUDDY BUDDY (1981) A Billy Wilder comedy starring Jack Lemmon and Walter Matthau combines murder and mayhem. *Color 98 minutes R MGM/UA Home Video C: $79.95 CED: $24.95.*

CANNERY ROW Nick Nolte and Debra Winger star in this story about life on the other side of the tracks. *Color 120 minutes PG MGM/UA Home Video C: $79.95. CED: $24.95.*

THE FIRST BARRY MANILOW SPECIAL In this Emmy-winning performance from his 1977 television special, Manilow sings such hit songs as Mandy and Could It Be Magic. *Color 52 minutes MGM/UA Home Video C: $59.95 CED: $24.95.*

RICH AND FAMOUS (1981) This story follows the friendship, loyalty and rivalry of two women, played by Jacqueline Bisset and Candice Bergen. *Color 117 minutes R MGM/UA Home Video C: $79.95 CED: $24.95.*

A STRANGER IS WATCHING A terrifying horror tale in which Rip Torn portrays a psychopathic kidnapper. *Color 92 minutes R MGM/UA Home Video C: $79.95 CED: $24.95.*

TARZAN, THE APE MAN A glance at the secret side of Tarzan. Stars Bo Derek. Contains nudity. *Color 112 minutes R Stereo MGM/UA Home Video C: $79.95 CED: $24.95.*

TOM AND JERRY II A festival of cartoons contains eight episodes featuring this cat and mouse duo. *Color 58 minutes MGM/UA Home Video C: $39.95 CED: $24.95.*

TRUE CONFESSIONS (1981) Robert Duvall and Robert DeNiro portray two brothers—a police detective and a priest—caught up in a tangled web of murders. *Color 107 minutes R MGM/UA Home Video C: $79.95 CED: $24.95.*

CES Video Products begin on page 62

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